

Inspiring Awareness and Change with PSAs



Project Title	Inspiring Awareness and Change with PSAs
Project Summary	Create a mini-course for college students that explains what a PSA is (Powerpoint is good for this) and then shows how to create one with a Windows Program (Windows Movie Maker) OR another free, reliable program, like Splice, and then how to share PSA on social media.
Country	Zambia
Agency	Department of State
DoS Office	N/A
Post	LUSAKA
Section	PAS
Number of Interns	3

Project Description

Part of the U.S. Mission in Zambia is to ensure that freedom of the press is upheld and that important issues are reported in the media. At American Spaces, we are particularly concerned with making sure that youth have a voice and a platform in which to raise their concerns, promote awareness of a cause and/or inspire a call to action that will bring about needed social change. We believe that a powerful statement can be made by showing college students how to create a short, but effective PSA video campaign, which can then be shared on a variety of social media platforms.

Desired Skills Interests

Skill

Research

Video editing

creativity

Expereince in designing communication and marketing materials

Experience with photography and using a digital camera; knowledge of photo and video editing skills and software; experience with video equipment and techniques; interest in the environment and/or related sciences

creating an engaging presentation

experience with social media

Additional Information

None

Language Requirements

None